



Tobacco Company

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DM	T&D	REP
1224		
1225		
1226	✓	1, 3, 5, 6, 8, 9, 10, 11
1229		12, 13, 14, 15, 16
1230	✓	1, 5, 6, 7, 8, 9, 10, 11
PTC	SAM	12, 13, 14, 15, 16
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

January 19, 1995

To: Representatives of the North Jersey, and Central Jersey Sales Divisions  
With The Following Chain Responsibility:

- Wakefern Food Corporation (Shop Rite Stores)
- Quick Chek Food Stores (0919-00-00)
- Jamesway Corporation (0937-00-00)

**Subject: Store Surveys- General Observations**

Ladies and Gentlemen:

During the past month I've had the opportunity to visit chain stores located in your respective Divisions with your Managers. Listed below are some general observations. Please keep in mind that the problems found do not represent all calls made, but do provide future opportunities in those calls where they apply.

- ♦ Overall compliance problems in Shop Rite, Quick Chek, and Jamesway are minimal. Our Representatives have done a very good job of maintaining our display programs in the majority of calls.
- ♦ A good job has also been done of applying current pack and carton couponing programs with regard to minimizing spending, and maximizing our competitive position.
- ♦ There continues to be a problem with the communication of our Price Plus Program in Shop Rite Stores. A number of stores were found with no RJR or Shop Rite advertising for the current (Dec.-Jan.) WINSTON Program. In each instance we were able to have signs made in the stores.
- ♦ Some Shop Rite stores still do not have WORTH prominently displayed with our other Savings Category brands. Additionally, very little WORTH POS was found.

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- ♦ In Jamesway it was noted that some stores had MONARCH couponed (\$ 1.50/carton) in addition to the ongoing \$ 1.00 Buy Down. Of course the customer receives \$ 2.50 off on their purchase of this brand.
- ♦ COURIER to date, is showing very good movement in Quick Chek Stores, however, it was noted that a number of stores must have POS replaced, I.E. shelf strips, pasters, etc. Additionally, when calls are made the time should be taken to point out low or out of stock conditions.

In all chains, some amount of *double dipping* was noted with regard to the application of Buy Down Programs, and couponing. I think that a good deal of this is due to a lack of communication between the Full Time Representative and our Part Time Promotional People. The time should be taken to keep these people updated on Price Plus, ongoing Buy Downs (Jamesway/MONARCH), and Co-Marketing (Quick Chek/CAMEL) Programs to avoid overspending.

A major emphasis will be placed on improving all levels of communication within our Organization in 1995. I will make very attempt to make each of you aware of chain programs as quickly as possible to maximize effectiveness. Each of you should place emphasis on updating your Promotional People to maximize their effectiveness.

I would appreciate your attention to all areas outlined above during the coming weeks as you contact stores.

Thank you for your usual fine attention to this important matter.

Best Regards,

*NICK*

G. N. Kuruc, Jr.

Gk

cc: M. A. Young

F. E. Cook

G. P. Mitchell

C. A. DiBenedetto

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